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**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: CBS INTERACTIVE INC.Application No./Patent No.: 10/727,264Filed/Issue Date: December 3, 2003Titled: **METHODS AND SYSTEMS FOR PROGRAMMABLY GENERATING ELECTRONIC AGGREGATE CREATIVES  
FOR DISPLAY ON AN ELECTRONIC NETWORK**

CBS INTERACTIVE INC., a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Gorsline, et al. To: CNET NETWORKS, INC.The document was recorded in the United States Patent and Trademark Office at  
Reel 014760, Frame 0060, or for which a copy thereof is attached.2. From: CNET NETWORKS, INC. To: CBS INTERACTIVE INC.The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

3. From: \_\_\_\_\_ To: \_\_\_\_\_

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Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.☐ Additional documents in the chain of title are listed on a supplemental sheet(s).

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature

Date

Douglas Luftman

VP &amp; Chief Patent Counsel

Printed or Typed Name

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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## Confirmation Receipt

Your assignment has been received by the USPTO.  
The coversheet of the assignment is displayed below:

**PATENT ASSIGNMENT**

Electronic Version v1.1  
Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME
------------------------------	----------------

**CONVEYING PARTY DATA**

Name	Execution Date
CNET NETWORKS, INC.	09/30/2008

**RECEIVING PARTY DATA**

<b>Name:</b>	CBS INTERACTIVE INC.
<b>Street Address:</b>	235 SECOND STREET
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94105

**PROPERTY NUMBERS Total: 1**

Property Type	Number
<b>Application Number:</b>	10727264

**CORRESPONDENCE DATA**

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<b>ATTORNEY DOCKET NUMBER:</b>	10-365-US(504030.20084)
<b>NAME OF SUBMITTER:</b>	Natasha Robinson
<b>Signature:</b>	/Natasha Robinson/
<b>Date:</b>	11/17/2010
<b>Total Attachments: 4</b> source=10365usNameChange#page1.tif source=10365usNameChange#page2.tif source=10365usNameChange#page3.tif source=10365usNameChange#page4.tif	
<b>RECEIPT INFORMATION</b>  <b>EPAS ID:</b> PAT1379779 <b>Receipt Date:</b> 11/17/2010 <b>Fee Amount:</b> \$40	

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| [HOME](#) | [INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [CONTACT US](#) | [PRIVACY STATEMENT](#)

# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE RESTATED CERTIFICATE OF "CNET NETWORKS, INC.", CHANGING ITS NAME FROM "CNET NETWORKS, INC." TO "CBS INTERACTIVE INC.", FILED IN THIS OFFICE ON THE SECOND DAY OF OCTOBER, A.D. 2008, AT 5:20 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2318920 8100

081008795

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6892458

DATE: 10-03-08

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 06:51 PM 10/02/2008  
FILED 05:20 PM 10/02/2008  
SRV 081008795 - 2318920 FILE

RESTATED CERTIFICATE OF INCORPORATION  
OF  
CNET NETWORKS, INC.

CNET NETWORKS, INC., organized and existing under the General Corporation Law of the State of Delaware, does hereby certify that:

FIRST: The date of filing of the initial Certificate of Incorporation of CNET Networks, Inc. (the "Corporation") with the Secretary of State was December 14, 1992 under the original name of Center Circle Corp. The Corporation hereby amends and restates the Certificate of Incorporation in its entirety, in accordance with and pursuant to Sections 228, 242 and 245 of the General Corporation Law of the State of Delaware, to read as follows:

ARTICLE I

The name of the Corporation is CBS Interactive Inc.

ARTICLE II

The address of the registered office of the Corporation in the State of Delaware is 2711 Centerville Road, Suite 400, County of New Castle, Wilmington, Delaware 19808. The name of its registered agent at the address is Corporation Service Company.

ARTICLE III

The purpose of the Corporation is to engage in any lawful act or activity for which corporations may be organized under the General Corporation Law of Delaware.

ARTICLE IV

The total number of shares of stock which the Corporation shall have the authority to issue is One Hundred (100). All such shares are to have \$.01 par value.

ARTICLE V

The Corporation is to have perpetual existence.

ARTICLE VI

In furtherance and not in limitation of the powers conferred by statute, the Board of Directors is expressly authorized to make, alter or repeal the By-Laws of the Corporation.

#### ARTICLE VII

Meetings of the stockholders may be held within or without the State of Delaware, as the By-Laws may provide. The books of the Corporation may be kept (subject to any provisions contained in the statutes) outside the State of Delaware at such place or places as may be designated from time to time by the Board of Directors or in the By-Laws of the Corporation. Elections of directors need not be by written ballot unless the By-Laws of the Corporation shall so provide.

#### ARTICLE VIII

The personal liability of the directors of the corporation is hereby eliminated to the fullest extent permitted by the provisions of paragraph (7) of subsection (b) of Section 102 of the General Corporation Law of the State of Delaware, as the same may be amended and supplemented.

#### ARTICLE IX

The Corporation shall, to the fullest extent permitted by the provisions of Section 145 of the General Corporation Law of the State of Delaware, as the same may be amended and supplemented, indemnify any and all persons whom it shall have power to indemnify under said section from and against any and all of the expenses, liabilities or other matters referred to in or covered by said section, and the indemnification provided for herein shall not be deemed exclusive of any other rights to which those indemnified by be entitled under any By-Law, agreement, vote of stockholders or disinterested directors or otherwise, both as to a person who has ceased to be a director, officer, employee or agent and shall inure to the benefit of the heirs, executors and administrators of such a person.

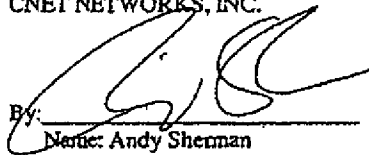
#### ARTICLE X

The Corporation reserves the right to amend, alter, change or repeal any provision contained in this Certificate of Incorporation in the manner now or hereafter prescribed by statute, and all rights conferred upon stockholders herein are granted subject to this reservation.

SECOND: The Restated Certificate of Incorporation herein certified has been duly adopted by the sole stockholder in accordance with the provisions of Sections 228, 242 and 245 of the General Corporate Law of the State of Delaware.

IN WITNESS WHEREOF, CNET Networks, Inc. has caused this Restated Certificate of Incorporation of the Corporation to be signed by the undersigned this 30<sup>th</sup> day of September, 2008.

CNET NETWORKS, INC.

By: 

Name: Andy Sherman

Title: Senior Vice President,  
General Counsel and  
Corporate Secretary